PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: David Beran **DATE:** February 28, 1992

FROM: Karen Miller

SUBJECT: MARKETING PERCEPTIONS $41,500

PROJECT:
Attached for your approval is a Letter of Agreement between Marketing Perceptions and Philip Morris to conduct (48) one hour in-depth interviews and (4) focus groups.

BUDGET:
The cost of conducting this research is $41,500 ± 10% and is covered by the 1992 Consumer Research budget

COMPETITIVE BID:
Marketing Perceptions was selected as the supplier for this project due to their expertise in conducting in-depth interviews.

Karen Miller Karen Miller David Davies

DATE 3/4/92

David Beran

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Source: https://www.industrydocuments.ucsf.edu/docs/nxmj0004